

**Four Seasons Hotel (Sheraton) records, 1974 – 1980, 1982, n.d.:
Ontario Editorial Bureau fonds**

RG 75-40

Creator:	Ontario Editorial Bureau
Extent:	17 cm. (1/2 box) 1 b&w photograph
Abstract:	This fonds is part of the larger Ontario Editorial Bureau archives (OEB) also housed at Brock University. The bulk of the collection is correspondence relating to the Four Seasons (Sheraton) Hotel.
Materials:	Correspondence, advertising and clippings
Repository:	Brock University Archives
Processed by:	Anne Adams
Finding Aid:	Anne Adams
Last Updated:	October 2015
Terms of Use:	The Four Seasons Hotel (Sheraton) records are open for research
Use Restrictions:	Current copyright applies. In some instances, researchers must obtain the written permission of the holder(s) of copyright and the Brock University Archives before publishing quotations from materials in the collection. Most papers may be copied in accordance with the Library's usual procedures unless otherwise specified.
Citation:	RG75-40, Ontario Editorial Bureau, 1974-1980, 1982, the Four Seasons (Sheraton), Brock University Archives, Brock University.

Acquisition Info: This collection is part of the Ontario Editorial Bureau fonds donated by Lou Cahill in November 1997.

Administrative History:

The Four Seasons Hotel (Sheraton)

The Four Seasons Sheraton is located on 5 acres of land in downtown Toronto, Ontario. It opened in October of 1972 as part of a joint venture with the Four Seasons chain. At that time, it was the second largest hotel in Toronto boasting 1,450 rooms. The hotel was advertised as a “city within a city”. The connection with the Four Seasons chain was severed in 1976 when Isadore Sharp (founder) sold his 49% share in the hotel.

Organization: The records are arranged into 2 series

Series I – Administrative, 1974-1976, n.d.

Sub-Series A. Correspondence, 1974-1976

Sub-Series B. Reports, Studies and Presentations, 1974

Sub-Series C. Personnel, 1974, n.d.

Series II – Public Relations, 1974-1980, 1982

Sub-Series A. Clippings and Press Release, 1974-1975

Sub-Series B. Publications, 1974-1980, 1982, n.d.

Scope and Content:

The bulk of the materials consist of correspondence, invoices and publications. The original order has been maintained. Some of the series are divided into sub-series based on subject matter or record format.

Inventory:

Series I – Administrative Records, 1974-1976, n.d.

Sub-Series A. Correspondence, 1974-1976

- 1.1 Includes: the communications plan and budget, the hiring of a public relations person and the John Graves Simcoe Historical Foundation dinner, Jan- Mar, 1974
- 1.2 Includes: Denis Braithwait's column in the *Toronto Star*, Shirley Harmer (performer) to appear at the hotel, the International Council of Shopping Centres' annual convention and the 5th annual convention of the National Professional Photographers of Canada, Apr- June, 1974
- 1.3 Includes: the CFRB news release on John Bradshaw receiving the AAN Garden Writers award at the Four Seasons, visit of the Queen Mother and a review of the public relations activity for 1974, Jul-Sept, 1974
- 1.4 Includes: the Detroit Travel Writers' visit, the appointment of Lou Wizemann as catering manager and the Kai Herbranson reception, Oct-Dec, 1974
- 1.5 Includes: the public relations activity for 1975, the John Fisher Literary Luncheon, discussion of names of the suites at the Four Seasons Sheraton and ad promotion for the Four Seasons Sheraton "city within a city", Jan-Mar, 1975
- 1.6 Includes: the National Newspaper Awards Banquet, Kai Herbranson's appearance on the "Toronto Today" show, Premier William Davis luncheon and twinning project with the city of Paris, Ontario, April-June, 1975
- 1.7 Includes: the cancellation of the U.N. Crime Conference and the state of emergency at the Toronto Sheraton Four Seasons, July-Dec, 1975
- 1.8 Includes: changing the name of the Four Seasons Sheraton Hotel to the Sheraton Centre and the Canadian consortium travel trade promotions in Europe, 1976

Sub-Series B. Reports, Studies and Presentations, 1974

- 1.9 Task force weekly and monthly reports, 1974
- 1.10 Consumer Attitude Study and Image Study, 1974
- 1.11 1974 Sales Conference presentation by Mr. Joseph Hebert, 1974

Sub-Series C. Personnel, 1974, n.d.

- 1.12 Public Relations Directors of Sheraton Hotels and City of Toronto civic administration corporation officials, 1974, n.d.

Series II – Public Relations, 1974-1980, 1982

- 1.13 Sub-Series A. Clippings and Press Release, 1 b&w photo, 1974-1975
- 1.14 Publications including: *Waterfall*: news from Toronto's most sophisticated hotel, *Lately* at Sheraton Hotel & Inn Destinations Worldwide, Four Seasons Sheraton flyer, *Motor News* which includes an article on the Four Seasons, a publicity package including background on the Four Seasons and *Queen Street Journal* advertising the Four Seasons Sheraton Children's Christmas party, 1974-1980, 1982